

## **5008 - POLICE PUBLIC INFORMATION OFFICER**

### **NATURE OF WORK**

This is responsible professional and technical work preparing and furnishing Police Department information to the news media, the general public, Department and City personnel, and other agencies. Responsibilities include, but are not limited to: preparation of news releases, providing media access, providing news briefings, and coordinating press conferences. The employee in this classification is responsible for providing a public information and public relations approach to create and maintain a favorable public image of the Department.

### **ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES**

Originates, writes, and distributes news releases and public service announcements to newspapers, television and radio stations, journals, and other media sources.

Coordinates interviews, press conferences, and public appearances between employees and the news media, entertainment outlets, or other groups.

Provides crime scene interviews and news releases to the media.

Receives media requests on a 24 hours/day basis and responds as necessary.

Acts as a liaison or spokesperson for the Department with the media at public events, appears on radio or TV broadcasts or at speaking engagements, and conducts media/V.I.P. tours of Police headquarters.

Identifies, maintains, and keeps lines of communication open with a list of media contacts.

Maintains Police Media Relations Office SOP's and trains Department personnel on same.

Organizes and publicizes quarterly Awards Ceremony.

Researches, writes, and edits Departmental newsletter.

Keeps abreast of Department activities, programs, and issues through contacts with all divisions and participation in staff meetings.

Performs related work as required.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Thorough knowledge of the policies, procedures, and requirements of press, radio and television broadcasters.

Considerable knowledge of the principles and practices of public relations and public information.

Considerable knowledge of Departmental rules, regulations, procedures, functions, operations and policies.

Considerable knowledge of public disclosure laws.

Knowledge of the principles, practices, laws, rules, and regulations governing police operations.

Knowledge of journalistic principles and practices.

Some knowledge of the use of modern office equipment including, but not limited to, personal computers, telephone communications and audiovisual equipment, copiers, and facsimile machines.

## **5008 - POLICE PUBLIC INFORMATION OFFICER**

Ability to research, write, and assemble interesting and informative news releases, pamphlets, brochures, scripts, speeches, and related materials.

Ability to edit, analyze, and evaluate information material prepared by others.

Ability to create and maintain effective working relationships with City officials, other employees, representatives of other law enforcement agencies, media representatives, and the public.

Ability to express ideas, facts, and information in a clear and concise manner, verbally and in writing, to individuals or groups.

Ability to collect, analyze, and interpret data and information, and to formulate conclusions and recommendations, using independent judgement.

Ability to supervise and direct employees effectively.

### **MINIMUM REQUIREMENTS**

Graduation from an accredited college or university with major course work in journalism, public relations, communications, criminal justice or related field AND one (1) year of experience in media and public relations; or equivalent. Experience can substitute for education on a year-for-year basis.

### **PHYSICAL REQUIREMENTS**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to, word processor, calculator, copier, and fax machine. No significant standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, handling, sitting, standing, pushing, or pulling.

### **SUPERVISION RECEIVED**

General supervision is received from Department Head who reviews work through conferences and direct observation of work product. Incumbent is given wide latitude for the use of independent judgment in carrying out responsibilities.

### **SUPERVISION EXERCISED**

Supervises the work of clerical staff.

Dev. 11/98

